

## **Historic, Archive Document**

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# NEWSLETTER

With this newsletter you will find your copy of our contract prices for 1951 Crop quality flower seeds. We wish to remind our customers that these prices take effect for spot delivery July 1, 1951.

Until that date the prices in our 1950-1951 illustrated catalog are effective, with the following corrections:

	lb.
Antigonon Leptopus up to .....	\$ 8.00
Antirrhinum Tetra Mixed down to	20.00
Cosmos Radiance down to .....	4.00
Pyrethrum Roseum Sgl Mxd up to.	25.00

These were typographical errors in our 1950-1951 catalog--please note the corrections in your copy, and add:

Canna Giant Hybrids .....	\$ 4.00
Petunia Grfl Royalty .....	20./oz.

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We present here in concise form the additions and deletions made in this 1951 Crop Price List. Additions (exception Column Stock) are effective with 1951 crop: Items added are:

Aster Wilt-Resistant Super Giants  
(we will continue to grow the non-resistant El Monte and Los Angeles; see under "Giants of California".)

Aster W.R. California Pompon Crimson  
Aster W.R. Princess Pat  
Zinnia Indian Carpet  
Cosmos Klondyke Fiesta  
Larkspur Giant Imp. Brilliant Rose  
Larkspur Super Maj. Light Blue  
Pansy Swiss Select  
Petunia Grfl Pl Edged White Queen  
Stock Column Gardenia Improved  
Stock Column White Perfection  
Cineraria Siter's Rainbow Mixture  
Sweet Pea Early Spencer Avalon, Fiesta, and Snowdrop

Deletions from the list of varieties we offer are effective immediately, excepting that we will continue to sell stock on hand until it is exhausted. Items deleted are:

Anthemis Kelwayi  
Carnation Vienna Early Dwf Double  
Celosia Half Dwf Cincinnati Market  
Celosia Plumosa Scarlet-Carmine  
Cheiranthus Allioni  
Cosmos Ely Mammoth Crimson Queen, Rose Queen, White Queen and Queen Mixed.  
Dahlia Single Mxd; Double Mixed  
Godetia Duke of York  
Helianthus Argophyllus  
Marvel of Peru Petticoat 4 O'Clocks  
Mina Lobata  
Pansies Engelmann's Giant American Grown, Super Swiss Gts, Giants of the Pacific, Oregon Giants.  
Petunia Hyb N.C. Peach Red; White Perfection; Grfl. Plain Edged Snow Queen and Scarlet Glory.  
Primula Malacoides all double types, and Obconica White, Lachrosa and Wyaston Wonder Crimson.  
Rcinus all types and mixtures.  
Strawberry Alpine New Baron Solemacher.  
Sweet Peas Early Spencer Helen Hayes and Mrs. Douglas MacArthur; Late or Standard Spencer Autocrat, Gaiety, Juliet and Mrs. Buchart.

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The harvest is completed, somewhat later on most items than last year. We still have reasonable amounts of many of the standard flower seed varieties for immediate spot delivery, but light yields and freak weather conditions created many shortages.

California's acreage of Sweet Peas seemed adequate at contracting time, but proved far too small to cover the demand that developed after planting deadline. Moral: Contract your 1951 Peas early for full delivery.





Sweet Peas are the item most spectacularly short. We are sold out of the following until 1951 crop harvest:

Cuthbertson Carol, Coline, Connie, Danny, Evelyn, Frances, Janet, Jimmy, Kenneth, Marion & Tommy.

Ely Spencer Helen Hayes, Skippy, Top Sergeant and Waves. All others are critically short. See elsewhere on this page for list of varieties in best supply.

Late Spencer Air Warden, Amethyst, Blue Moon, Bonnie Briar, Capri, Chinese Blue, Cynthia Davis, Damask Rose, Gleneagles, Highlander, Juliet, Jumbo, Mabel Gower, Mayfair, Mrs. A. Searles, Mrs. R. Bolton, Mrs. Buchart, Peggy, Pinkie, Powerscourt, Radar, Reflection, Ruffled Carmine, Smiles. See list of varieties in best supply for items we can supply.

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Asters in general made light yields, and we are sold out until new crop of:

Crego Azure Blue, Blue Flame, Cattleya, Shell Pink, Purple and White.

Princess Susan

Queen of the Market Rose

Royal Coppery Rose and Scarlet

American Branching Peerless Pink, Sensation and Scarlet; Heart of France.

Supply is very low on Beauty Crimson, Purple; Crego Enchantress, and Single Rainbow Upright Mixture.

(We still have enough, however, of our novelties Ballet Queen and Ballet Type Finest Mixed.)

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The first July rain in 50 years in Lompoc is responsible for shortages in Petunias--water caught in the upraised flower rotted many seed pods. We are sold out of Giants of Calif. Supreme Florist Strain and are very low on practically every other fancy Petunia. Still enough Dwarf Elk's Pride and Theodosia. All Hybrids are low: no more N.C. Topaz Queen.

WE STILL HAVE PLENTY OF FIRE CHIEF, DUE TO OUR FORESIGHT IN PLANTING FORTY ACRES OF IT FOR 1950 CROP.

An unprecedented demand following the issue of our 1950-1951 novelty list has us sold out on our:

Zinnia Peppermint Stick Mixed  
Aster Princess Susan  
Larkspur Regal Salmon Rose  
Phlox Perennial Beltsville Beauty  
Tetra Snaps U.S.D.A. #6, #10 & #11

There is a plentiful supply, however, of our 1951 All America Top Winner TORCH Tithonia, on which national publicity is just beginning to break. See your January copy of Better Homes and Gardens, House & Garden, etc. and then be sure you have enough seed!

These items are now completely sold out:

Zinnia Ely Wonder Gypsy, Rose Pink  
Antigonon Leptopus  
Celosia Cinn. Market & Childs Scarlet  
Centaurea Candidissima  
Gilia Capitata  
Helichrysum Monstrosum Mixed  
Larkspur Supreme Pink and Rose  
All Primulas  
Scabiosa Caucasica Giant Hybrids  
Statice Kampf's Blue, Market Rose

Supplies are very low on:

Zinnia Gt Exquisite & Enchantress  
Zinnia Fantasy Melody, Wildfire  
All Aquilegia and Cactus  
All Calendula varieties  
Candytuft Sempervirens  
Centaurea all Cyanus varieties  
Delphinium Belladonna; Bellamosum;  
Blue Butterfly, Cliveden Beauty  
Geum Lady Stratheden  
Larkspur Supreme Salmon  
Nudicaule Poppies Emperor; Empress

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Sweet Peas in best supply are: Early Spencer A.C. Zvolanek, Annie Laurie, Boy Blue, Bridesmaid, Bright Light, Elk Purple, Hope, Kate Smith, Laddie Impr., Mrs. Reddick, Oriental, Pride, Red Cross, Shirley Temple, Sunray, Supreme Orange, Treasure Island, and White Giant.

Late Spencer Elstree, Floradale, Golden Wings, Grand Slam, Jubilee, Mastercream, Pat Unwin, and Prince of Orange. All others are either very short or sold out. We offer the above subject to being unsold when we receive your order.



